

Course form to fill in (2021-2022)

Course title:

International Sport Management

Staff responsible for the course:

Curt Hamakawa

Lecturers:

First Name + Name
Curt Hamakawa

1) COURSE PRESENTATION

Aims:

Draw up a list of competencies and/or skills that the student should have acquired or improved at the end of the course.

You must fill in the field under the format "the student should be able to..." using action verbs such as define, realise, control... *(This description should not take more than ten lines)*

At the end of the course, the student should be able to:

1. Articulate a sound understanding of international sport organizations and the magnitude of their functions;
2. Recognize the historical significance of the Modern Olympic Games and the importance of the Olympic Movement in society;
3. Understand the complexity of bidding for and staging megal sporting events such as the FIFA World Cup and Olympic Games;
4. Describe the prevalent business model for corporate sponsorship of international sport organizations and events, and the strategy for maximizing both revenue and return on investment;
5. Identify major social, economic, cultural, and ethical issues facing international sport organizations.

Prerequisites:

You must not write courses' codes or names, but identify the preliminary skills as the knowledge or the know-how needed to efficiently follow this course.

Write it out in terms of knowledge and methodologies required to follow this course (this would help students from direct entry to position themselves). *(This description should not take more than five lines)*

There are no specific prerequisites although students should have an interest in learning about the management of sport organizations and events at the international level.

Course contents:

Here, an abstract of the course can be given or the different chapters of the course can be simply written down.

(The description should not take more than ten lines)

This course provides students with an in-depth look at the diverse and expanding practice of sport management in an international context. Students will explore international sport from historical, cultural, political, and business perspectives. Emphasis will be given to examination of the Olympic Movement as well as to football and the FIFA World Cup. Current issues related to international sport are also examined, and students will gain an understanding of the global sport scene (organizations and events), major issues that impact sport worldwide, and the business opportunities that are created internationally. Students will be able to identify the major "players" (individuals and entities) that shape the global sporting landscape,

appreciate the commercial aspects of international sport, understand the complexity of international sport governance and policymaking, and learn the concepts, principles, and terminology of international sport marketing.

2) WORKING LOAD

Here, you should allocate the effective working load of the course, including an estimation of the personal work required from the student.

TABLE 1

Course's types	Number of hours	Notes
<u>Effective presence</u>		
- <i>Magistral Course</i>		
- <i>Interactive Course</i>		
- <i>Tutorials</i>	16	Lectures and discussions of topical content
- <i>Coaching</i>		
- <i>PBL Course</i>		
<u>Training from a distance</u>		
- <i>Video-conferences</i>		
- <i>Webinars</i>		
<u>Self-learning</u>		
- <i>Books 'readings</i>		
- <i>E-learning</i>		
- <i>Research</i>		
<u>Outdoors-training</u>		
- <i>In firms</i>		
- <i>Internship</i>		
<u>Personal work</u>		
- <i>Group Projects</i>	4	out-of-class meetings with group members
- <i>Individual Projects</i>		
- <i>Personal work</i>		
Total working time for the student	20	

3) EDUCATIONAL METHODS

Tick here the different educational methods used:

- ☐ Coaching
- ☐ Case Study
- ☐ E-Learning and/or Self-learning
- ☐ Interactive courses
- ☒ Presentations

- ☒ Projects
- ☐ Research
- ☒ Seminars
- ☐ Tutorials
- ☐ Visits

4) ASSESSMENT

Sum up briefly the course assessment's mechanism *(two or three lines)*

This will introduce the assessment's table that you have to complete below (table n°2).

Three quizzes on days two, three, and four; and group presentation on day four

List the assessment for each modality.

TABLE 2

Modality	Type of control	Length (h)	Number	Weighting (%)
<u>Continuous assessment</u>	Continuous assessment			
	Mid-term exam	.33	3	75
	Participation			
	Oral presentation			
	MCQ			
<u>Final exam</u>	Oral final exam			
	Written final exam			
<u>Others</u>	Case study			
	Group Project	.75	1	25
	Individual Project			
	Written assignment			
	Exercises			
Total				100%

5) RECOMMENDED READING

Name of books *(indicate only three or four must-read references)* / Name of reviews:

Reference book (appellation reserved for books selected by the School and necessarily bought by all the students):

Class books :
Chappelet, Jean-Loup. The International Olympic Committee and the Olympic System: Governance of World Sport. Routledge (2017).
Pound, Dick. Inside the Olympics. Wiley (2006).
Hiller, Harry. Host Cities and the Olympics: An Interactionist Approach. Routledge (2012).

Reviews :

Bascaramurty, Dakshana. Glamour, Pride, and Cash: Why Cities Compete to Put on a Sports Spectacle. Globe and Mail (2015). https://www.theglobeandmail.com/news/national/glamour-pride-and-cash-why-cities-compete-to-put-on-a-sports-spectacle/article25256020/
Gerson, Jen. How Sochi Winter Olympics Grew into a State-Sanctioned Flaunting of Ego and Power. National Post (2014). http://news.nationalpost.com/news/how-the-sochi-winterolympics-grew-into-a-state-sanctioned-flaunting-of-ego-and-power
Inefficiencies of the IOC and Olympic city site-selection process (Forbes, July 20, 2016). http://www.forbes.com/sites/prishe/2016/07/20/the-inefficiencies-of-the-internationalolympic-committee-and-olympic-city-site-selection-process/#37a3044815be

Internet Resources:

Please indicate here if you use the school intranet site to put on-line documents and/or if you advise the visit of web sites to students.

Name of the Website	URL